

Buying decision towards Halal Skincare Product

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Abstract

The beauty industry has recently developed very rapidly; currently, local beauty products are in great demand by the public, so various brands compete with each other to attract consumers; this impacts the sales of each product brand to be unstable. This article aims to analyze the effect of halal certification, online customer reviews, and celebrity endorsers on purchasing decisions and analyze the indirect influence of buying intention as a mediation variable. This type of research is quantitative, with a population of Salatiga City. The sampling technique used in this study is purposive sampling with 100 respondents. The analysis techniques used are statistical tests and path analysis. The results of statistical tests show that halal certification has no effect, while online customer reviews and celebrity endorsers influence purchasing decisions. Halal certification and online customer reviews do not affect buying intention, while celebrity endorsers affect buying intention. Purchase intention as a mediating variable cannot mediate halal certification and online customer review of purchasing decisions but can mediate celebrity endorsers against purchasing decisions.

Keywords: Halal Certification, Online Customer Review, Celebrity Endorser, Purchase Intention, Purchase Decision.

Abstrak

Industri kecantikan akhir-akhir ini berkembang sangat pesat, saat ini produk kecantikan lokal banyak diminati oleh masyarakat, sehingga berbagai merek saling berlomba untuk menarik minat konsumen, hal ini berdampak pada penjualan masing-masing merek produk menjadi tidak stabil. Artikel ini bertujuan untuk menganalisis pengaruh sertifikasi halal, review pelanggan online, dan celebrity endorser terhadap keputusan pembelian serta menganalisis pengaruh tidak langsung minat beli sebagai variabel mediasi. Jenis penelitian ini adalah kuantitatif, dengan populasi Kota Salatiga. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling dengan jumlah responden sebanyak 100 orang. Teknik analisis yang digunakan adalah uji statistik dan analisis jalur. Hasil uji statistik menunjukkan bahwa sertifikasi halal tidak berpengaruh, sedangkan review pelanggan online dan celebrity endorser berpengaruh terhadap keputusan pembelian. Sertifikasi halal dan review pelanggan online tidak berpengaruh terhadap minat beli, sedangkan celebrity endorser berpengaruh terhadap minat beli. Minat beli sebagai variabel mediasi tidak dapat memediasi sertifikasi halal dan review pelanggan online terhadap keputusan pembelian tetapi dapat memediasi celebrity endorser terhadap keputusan pembelian.

Kata Kunci: Sertifikasi Halal, Ulasan Pelanggan Online, Endorser Selebriti, Niat Pembelian, Keputusan Pembelian.

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1. Introduction

The economy in Indonesia is experiencing rapid development above world growth. The improvement of the Indonesian economy cannot be separated from the role of entrepreneurs. Indonesian entrepreneurs are pretty good at managing business opportunities by utilizing the large population of Indonesia so that it can become a potential market for various types of products, one of which is beauty products. According to Handayani & Hidayat (2021), local cosmetic products are no less in demand when compared to foreign cosmetic products. Even in recent years, local cosmetic products have been in demand because of many innovations from various brands of cosmetic products.

High public intention in beauty products is driven by skin care trends that have recently been in the spotlight in the beauty industry. The development of the beauty industry is getting higher and impacts market competition, which is becoming tighter. Competitors in the beauty field are also increasing (Rahma et al., 2023). The high demand for beauty products in Indonesia makes manufacturers compete to create products with the best formulation and quality to meet consumer needs and satisfaction; one of the local brands currently in the beauty world is Somethinc. Somethinc is a brand familiar to beauty enthusiasts because it has recently become a trend center for makeup and skincare products.

Although Somethinc has successfully become a well-liked local beauty product brand. However, in reality Somethinc still faces tough competition from other brands of cosmetic manufacturers (Ula Ananta Fauzi et al., 2023). The competition of cosmetic manufacturers in the Indonesian market has made sales of Somethinc products unstable and decreased. It can be seen in the data below that the author found where sales of Somethinc products have decreased. As of August 31, 2022, Somethinc was defeated by its competitor, Scarlett, who was able to shift Somethinc's position as the first rank in the Top *Rank category of the Best-Selling Face Serum Brand 2022* on Shopee and Tokopedia 16-31 for the August 2022 period.

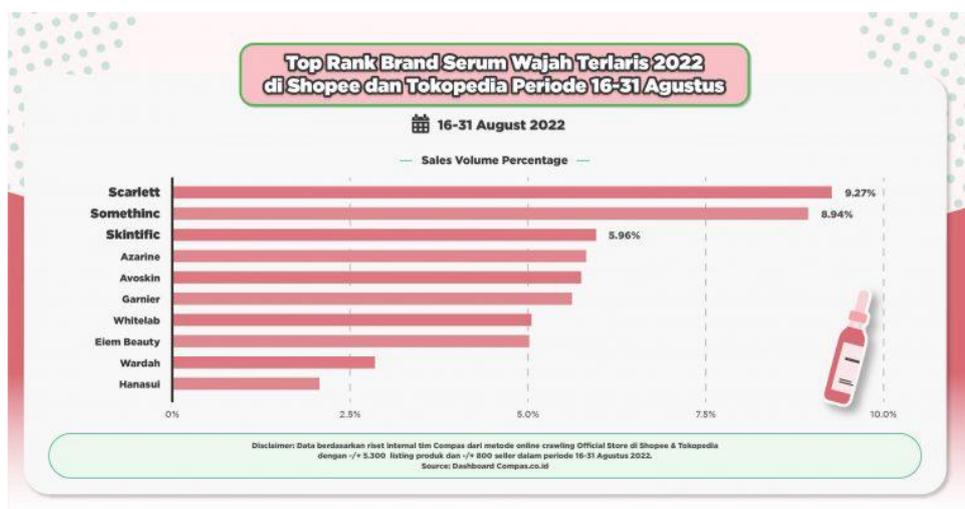


Figure 1. Top Best Selling Face Serum Brands 2022

Figure 1. explains that the sales figures for Scarlett's products rank first, with a value of 9.27%. At the same time, Somethinc products are in second position, with a value of 8.94%. This data shows that sales of Somethinc products decreased in August by 3.06% after ranking first in the Top 10 Best Selling Serum Brands in Shopee & Tokopedia E-Commerce in June 2022 with a value of 12%.

The purchasing decision is a stage that consumers go through before buying a product. They choose two or more available alternatives, such as problem recognition, information search, and product evaluation, to make a purchase decision. The purchasing decision is an integration process in which knowledge is combined to assess two or more potential actions and select one by purchasing goods or services to meet one's wants and needs (Manggaliana & Soesanto, 2021).

Purchasing decisions can be influenced by factors that depend on consumer behavior. According (Saputra & Jaharuddin, 2022) The results of their research show that halal certification is one-factor influencing purchasing decisions. According to Widyaningrum (2018) Muslim consumers tend to buy products that have been declared halal, compared to products whose halal status has not been declared by the authorities. Halal certification guarantees security for Muslim consumers when choosing and consuming a product that is according to Islamic law and is suitable for them. This means the product will not negatively impact consumers if consumed (Hayani, 2019). Therefore, halal certification is essential to provide more confidence to consumers before making a purchase decision. Saputra & Jaharuddin (2022) His research found that halal certification positively and significantly influences purchasing decisions. Similar research Pratiwi & Falahi (2023) also said halal certification positively and significantly affects purchasing decisions. However, this differs from research Febiyanti (2022) that halal certification negatively affects purchasing decisions.

Before deciding on a purchase, some consumers will look for information about the product to be purchased. This information can be related to other consumers' specifications, prices, quality, and usage results. This information is often obtained by consumers from other customer reviews through online media (online customer reviews) such as websites, blogs, and customer comment columns commonly found in stores in online marketplaces or through short reviews uploaded by others through social media platforms either in the form of videos or writing through applications. This means online customer reviews can influence purchasing decisions. Research (Ardianti & Widiartanto (2019) has shown that online customer reviews significantly affect purchasing decisions. However, this differs from research (Febrianah & Sukaris, 2022) that shows online customer reviews negatively affect purchasing decisions.

Somethinc carries out various product innovations to face increasingly competitive market competition through product innovation that continues to be carried out. Therefore, to expand its marketing reach, Somethinc needs an effective strategy to introduce its new products to consumers. One approach or marketing strategy Somethinc uses is advertising stars, known as celebrity endorsers. In order to convey a message and promote a product, celebrity endorsers are considered effective in influencing consumer purchasing decisions. Research Nugroho & Sarah (2021)

explains that celebrity endorsers positively influence purchasing decisions. The same research Kalangi et al. (2019) said celebrity endorsers significantly influence purchasing decisions. This contrasts research Amrullah (2021) that states that celebrity endorsers have a negative and insignificant influence on purchasing decisions.

According to Kotler purchasing decision behavior occurs after a consumer experiences a series of thoughts in his mind about perceptions about a product and the environment that affects it (Sari, 2020). After that, it will produce behavior based on product selection. Before someone decides to buy, there will first be buying intention in the minds of consumers. Buying intention that arises before making a purchase decision will motivate consumers to fulfill what they need. Buying intention is a component of consumer behavior in consuming attitudes; buying intention is the tendency of consumers to act to make purchasing decisions. Research Kurniasari & Budiarmo (2018) Declaring purchase intention positively influences purchasing decisions. At the same time, research Kusuma et al. (2018) states that buying intention negatively affects purchasing decisions.

Irene Ursula, the founder of Somethinc, reported on [kompas.com](https://www.kompas.com) that Somethinc has standards and uses the highest-grade ingredients to create high-quality products. So that Somethinc can become a local cosmetic company whose quality is not inferior to that of outside brands. Somethinc products have passed the cosmetic product standardization test. Somethinc is a cosmetic product that is non-comedogenic (does not clog pores). In addition, Somethinc has also passed the Hypoallergenic and Dermatology tests, meaning that the raw materials used in the product do not cause allergic reactions to sensitive skin and have been recommended by dermatologists (Khulwani et al., 2023).

Product promotion and marketing strategies through social media or online are hazardous. Consumers cannot see the product directly, and fraud often occurs. Therefore, it is essential to build consumer trust. Trust can be formed through marketing strategies such as halal certification, online customer reviews, and celebrity endorsers. This can change the consumer's view to be more optimistic about the product, ultimately increasing the intent to buy and influencing the purchase decision. Based on these conditions, this study aims to see whether the effect of halal certification, online customer reviews, and celebrity endorsers on purchasing decisions is mediated by buying intention.

This study's difference from other studies lies in adding a mediating variable, namely buying intention, to determine whether it can mediate an independent variable. Second, no studies have used three independent, dependent, and mediating variables simultaneously. Third, there are differences in location and time of study. Based on previous research, gap research needs to be reviewed again with added and different variables.

2. Literature Review

Theory of Planned Behavior

The theory of planned behavior can analyze a person's attitude or behavior. This theory focuses on individual beliefs that influence their actions. Planned behavior theory extends rational action theory, introducing behavioral control factors and individual perceptions. This theory discusses attitudes, subjective norms, and the control of individual behavior. The individual's positive attitude will increase the motivation to act (Bangun et al., 2023).

Planned Behavior theory can be used as a basis for investigating the variables in this study and help understand how preferences and perceptions influence purchasing decisions. Many factors influence consumer decisions when buying products. According to the theory of planned behavior, Azjen (1991) explains that purchase intent impacts consumer behavior in making decisions about what products to buy. Azjen (1991) also states that attitudes, subjective norms, and perceptions of behavioral control influence individual intentions in purchasing decisions (Wijaya et al., 2020).

Halal Certification and Purchasing Decision

Halal certification guarantees security for Muslim consumers when choosing and consuming a product that is according to Islamic law and is suitable for them. This means the product will not negatively impact consumers if consumed (Hayani, 2019). Therefore, halal certification is essential to provide more confidence to consumers before making a purchase decision. Research (Pratiwi & Falahi, 2023) states that halal certification positively and significantly affects purchasing decisions. Also, in line with research (Saputra & Jaharuddin, 2022), halal certification significantly affects purchasing decisions. So H1: Halal certification positively and significantly affects purchasing decisions.

Online Customer Reviews and Purchasing Decisions

Online customer review is a source of varied product information. Online customer reviews can be understood as a medium of consumer product information by looking at other consumer reviews. Online customer reviews posted widely on various sites and social media platforms will be essential to consumer decision-making. Because more robust information can support purchasing decisions (Latief & Ayustira, 2020). Nita et al. (2021) state that online customer reviews positively and significantly influence purchasing decisions. So is research Ardianti & Widiartanto, (2019) also stated a significant influence on purchasing decisions. So H2: Online customer reviews positively and significantly affect purchasing decisions.

Celebrity Endorsers and Purchase Decisions

Celebrity endorsers are influencers and artists who help advertise a product in various media, either through social media or television (Noer Pratiwi & Noor Andriana, 2023). Celebrity endorsers are supporters of a product that is strengthening its brand image. They convey messages or information to consumers about a product. In today's era, many factors influence consumers in determining purchasing decisions. One of them is a celebrity endorser. Research Kalangi et al. (2019) shows that celebrity endorsers significantly influence purchasing decisions. Then, research Nugroho & Sarah (2021)

states that celebrity endorsers positively influence purchasing decisions. H3: Celebrity endorsers have a positive and significant influence on purchasing decisions.

Halal Certification and Buying Intention

Halal certification is a process of licensing and inspection of products by institutions with the authority to issue halal certificates of a product Wibasuri et al. (2020). Halal certification of products is essential for Muslim consumers when deciding on purchases. When consumers know that the product to be purchased is halal-certified, there will be buying intention, which will impact purchasing decisions. Research Partini (2022) states that halal certification positively and significantly affects buying intention. Moreover, research Ummah et al. (2023) states that halal certification positively affects buying intention. So H4: Halal certification positively and significantly affects buying intention.

Online Customer Reviews and Buying Intention

Online customer review is information and the results of evaluating a product or service by a third-party site or consumer, which is made and addressed to other consumers to provide an overview of product specifications (Rohmatulloh & Sari, 2021). When consumers see positive reviews from other consumers, they can likely be influenced and raise a desire or intention to buy. Research Harli et al. (2021) Said online customer reviews positively and significantly affect buying intention. So is research Ichsan & Ajizah (2023) states that online customer reviews have a positive and significant effect on buying intention. So H5: Online customer reviews positively and significantly affect buying intention.

Celebrity Endorsers and Buying Intention

According to Munawar, promotional activities using celebrity endorsers aim to attract consumer intention in the products marketed (Satrio & Darojah, 2020). Celebrity endorsers are also expected to be able to represent the company's image and good reputation for the products they promote. This is so that celebrity endorsers can attract market attention with their appeal, which is expected to increase consumer buying intention. Research Suhardi & Irmayanti (2019) states that celebrity endorsers significantly affect buying intention. In addition, research Dhaefina et al. (2021) also states that celebrity endorsers positively affect buying intention. Then H6: Celebrity endorsers positively and significantly affect buying intention.

Buying Intention and Purchase Decisions

Before someone decides to buy, there will first be buying intention in the minds of consumers. Buying intention that arises before making a purchase decision will motivate consumers to fulfill what they need. Buying intention is a component of consumer behavior in consuming attitudes; buying intention is the tendency of consumers to act to make purchasing decisions. Research by Kurniasari & Budiarmo (2018) states that buying intention significantly affects purchasing decisions. In addition, research Sriyanto & Kuncoro, (2019) also states that buying intention has a positive and significant effect on purchasing decisions. Then H7: Buying intention positively and significantly affects purchasing decisions.

Halal Certification and Purchasing Decisions Through Purchase Intention as Mediation

Halal certification is a written fatwa of MUI that states the halal status of a product by Sharia and Islamic religious provisions. MUI halal certification is required by government agencies authorized to obtain permission to include halal labels in product packaging (Segati, 2018). Consumer attitudes and knowledge towards halal certification will affect behavioral control in buying intention and purchasing decisions. Research Afnan (2022) expressing purchase intention can mediate the effect of Halal Certification on Purchasing Decisions. So H8: Buying intention can mediate the effect of halal certification on purchasing decisions.

Online Customer Reviews and Purchasing Decisions Through Buying Intention as Mediation

Online customer review is a means for buyers to find out the results of assessments from previous buyers who have used the product (Puspita et al., 2022). Online customer reviews provide information about the product written by other customers so that people who visit the site can see it before deciding to buy it. In addition, they can compare the product with similar products based on the quality of the product (Usman & Istiqomah, 2021). From this, it can be concluded that outside influences and stimuli can drive consumer attitudes during decision-making. These online customer reviews can influence buying intention and then drive purchase decisions. In line with research Sadarwati (2023), purchase intention can mediate the influence of online customer reviews on purchasing decisions. Then H9: Purchase intention can mediate the influence of online customer reviews on purchasing decisions.

Celebrity Endorsers and Purchasing Decisions Through Buying Intention as Mediation

Celebrity endorsers are intended to increase public awareness of products and are expected to create positive associations and change consumer perceptions of the products used by the celebrity. Product association is a particular image or thought by consumers about a product. Consumer association with a product will create brand awareness, increasing purchase intention (Trinanda, 2023). This is in line with research Napitupulu et al. (2023), which explains that buying intention mediates the influence of celebrity endorsers on purchasing decisions. Then H10: Buying intention can mediate the influence of celebrity endorsers on purchasing decisions.

3. Research Methods

The research method applied to this study is the quantitative method. In general, quantitative methods are used to measure the influence of one variable on a particular variable by examining a sample or population, which, when collecting data, uses specific characteristics and limitations. Then, the hypothesis that has been established will be tested using the analysis of the hypothesis that has been established. According to Sugiyono (2017), in testing the influence of mediation variables using *path analysis*.

4. Results and Discussion

4.1. Research Results

Table 1. Characteristics Respondent

Demographics	Presented
Gender	
Man	20%
Woman	80%
Age	
15-25 years	83%
26-35 years	14%
36-45 years	3%
Religion	
Muslim	91%
Catholic	2%
Christian	7%
Work	
Gap Year	1%
Housewives	1%
Private Employees	18%
Student	74%
Civil Servants	1%
Entrepreneurial	5%

Table 2. Model Goodness Test

Goodness of fit	Equation 1 ^a	Equation 2 ^b
R	0.845	0.705
R Square	0.714	0.497
Adjusted R Square	0.702	0.481
F	59.321	31.627
Sig,	0.000 ^a	0.000 ^b

Dependent Variable: Purchase Decision, b Dependent Variable: Buying Intention

Based on the R Square test shown by the table, it is known that the correlation coefficient (R) is 0.845 and 0.705, which means that there is a strong relationship between the independent variable and the dependent variable because the R-value is close to the number 1. Meanwhile, the determinant value (R²) of equation I is 70.2%, and equation II is 48.1%, so it can be concluded that 70.2% of purchasing decisions and 48.1% of buying intention are influenced by halal certification, online customer reviews, and celebrity endorsers, other variables influence the rest. Based on the test results in the table, the calculated F values of 59.321 and 31.627 and the significance value of 0.000 each, which is smaller than 0.05, it was obtained that together (simultaneously) halal certification, online customer review, and celebrity endorser affect the variable purchase decision.

Table 3. Classic Assumption Test

	Parameter	Result	Information
Normality	(Kolmogrof Smirnov)	Asymp.Sig 0.200	Normal
Heterokeda city	(Park) Value sig> 0,05	Halal certification (0.283) Online customer review (0.953) Celebrity endorser (0.411) Buying intention (0.368)	No heteroskedasticity
Multicollinearity	Tolerance	Halal certification (0.405) Online customer review (0.389) Celebrity endorser (0.475) Buying intention (0.503)	No multicollinearity

Table 4. Hypothesis Testing

Dependent	Independent	B	Std. Error	T	Sig.	keterangan
Purchasing decision	Halal certification	-0.054	0.091	-,591	0.556	H1 rejected
	Online customer review	0.279	0.061	4.571	0.000	H2 Accepted
	Celebrity endorser	0.151	0.067	2.241	0.027	H3 Accepted
	Buying intention	0.411	0.070	5.905	0.000	H4 Accepted
Buying Intention	Halal certification	0.163	0.133	1.225	0.224	H5 rejected
	Online customer review	0.066	0.089	0.745	0.458	H6 rejected
	Celebrity endorser	0.532	0.083	6.437	0.000	H7 Accepted

Furthermore, to determine the indirect effect by using the Sobel test as follows:

1. The influence of halal certification on purchasing decisions through purchase intention

$$SP2P3 = \sqrt{P3^2SP2^2 + P2^2SP3^2 + SP2^2SP3^2}$$

$$SP2P3 = \sqrt{(0,411)^2(0,091)^2 + (0,163)^2(0,133)^2 + (0,091)^2(0,133)^2}$$

$$SP2P3 = \sqrt{(0,000629) + (0,000035) + (0,000029)}$$

$$SP2P3 = 0,044892$$

Based on the results above, get the value of t as follows:

$$t = \frac{P2.P3}{SP2P3} = \frac{0,066.0,411}{0,044892} = 1,492313$$

Based on the calculation in the calculated t value of 1.492313 < t table 1.985, therefore, it is stated that there is no mediating effect of the Purchase Intention variable between Halal Certification on Purchasing Decisions. H8 is rejected.

2. The influence of online customer reviews on purchasing decisions through buying intention.

$$\begin{aligned}
 SP2P3 &= \sqrt{P3^2SP2^2 + P2^2SP3^2 + SP2^2SP3^2} \\
 SP2P3 &= \sqrt{(0,411)^2(0,061)^2 + (0,166)^2(0,089)^2 + (0,061)^2(0,89)^2} \\
 SP2P3 &= \sqrt{(0,001399) + (0,000470) + (0,000146)} \\
 SP2P3 &= 0,026316
 \end{aligned}$$

Based on the results above, get the value of t as follows:

$$t = \frac{P2.P3}{SP2P3} = \frac{0,163.0,411}{0,026316} = 1,030779$$

Based on the calculations in the calculated t value of 1.030779 < t table 1.985, therefore, it is stated that there is no mediating effect of the Buying Intention variable between Online Customer Reviews on Purchase Decisions. H9 rejected.

3. The influence of celebrity endorsers on purchasing decisions through buying intention

$$\begin{aligned}
 SP2P3 &= \sqrt{P3^2SP2^2 + P2^2SP3^2 + SP2^2SP3^2} \\
 SP2P3 &= \sqrt{(0,411)^2(0,067)^2 + (0,532)^2(0,083)^2 + (0,067)^2(0,83)^2} \\
 SP2P3 &= \sqrt{(0,000758) + (0,001950) + (0,000031)} \\
 SP2P3 &= 0,052335
 \end{aligned}$$

Based on the results above, get the value of t as follows:

$$t = \frac{P2.P3}{SP2P3} = \frac{0,532.0,411}{0,052335} = 4,177922$$

Based on the calculation in the calculated t value of 4.177922 > t table 1.985, it is stated that there is a mediating effect of the Buying Intention variable between Celebrity Endorsers on the Purchase Decision. H10 accepted.

4.2. Discussion

Halal Certification and Purchasing Decision

The results of statistical tests state that halal certification has a negative and insignificant effect on purchasing decisions, meaning that the influence of halal certification on purchasing decisions is not accepted and does not cause consumer desire to make purchases. In the TPB, a person's actions or behavior will adjust to the attitude or knowledge possessed. A positive individual attitude will increase the desire to act (Bangun dkk., 2023). When consumers have knowledge and a positive attitude regarding halal-certified products, they will be more confident in purchasing. Halal certification is related to subjective norms, meaning that social norms or habits in an environment will also affect individual decision-making. However, the results of this study show that halal certification variables do not affect purchasing decisions. This can be influenced by the level of public awareness and knowledge of consuming halal products that are still minimal. Most consumers will consider other factors more and

focus less on halal certification. Similar to research by Nadia (2023), Febiyanti (2022), and Wandhini (2023) state that halal certification has no positive and insignificant effect on purchasing decisions.

Online Customer Reviews and Purchasing Decisions

The results of statistical tests show that online customer reviews have a positive and significant effect on purchasing decisions, meaning that online customer reviews can be accepted in influencing purchasing decisions and generating consumer desire to make purchase decisions. In line with the TPB theory, a person's actions in making purchasing decisions can be influenced by external factors, namely social pressure or the influence of external stimuli or other individuals. Online customer reviews that are widely published on various websites and social media platforms act as a means for consumers to evaluate or assess the products to be purchased so that the results of these evaluations will be an essential part of the consumer decision-making process. Similar to research conducted by Saputra & Jaharuddin (2022), Anggraini et al. (2023) and Pratiwi & Falahi (2023) found that online customer reviews Positively and Significantly Influence Purchasing Decisions.

Celebrity Endorsers and Purchase Decisions

The results of statistical tests show that celebrity *endorsers* positively and significantly influence purchasing decisions, meaning that *celebrity endorsers* can be accepted in influencing purchasing decisions and significantly contribute to consumer decisions. This is in line with the TPB, which states that the intention to behave as individuals can be influenced by external stimuli factors, be it individuals or the environment around them. It is also related to controlling behavioral perception. The higher the trust in *celebrity endorsers*, the better the perception of the brand. *Celebrity endorsers* work to influence consumer perceptions when wearing a product; in this case, *celebrity endorsers can provide a stimulus to consumers regarding* the advertised product so that they can influence purchase decisions. In line with research by Dwi Nugroho & Sarah (2021), Rosita & Novitaningtyas (2021) and Kalangi et al. (2019) It also states that *celebrity endorsers* have a positive and significant influence on purchasing decisions.

Halal Certification and Buying Intention

The results of statistical tests show that halal certification has a positive but insignificant effect on buying intention, meaning that halal certification is accepted in influencing buying intention, but the effect is not significant. It is not by the TPB that perception and knowledge will affect individual attitudes towards brands. A positive attitude will affect the individual's desire and behavior. Halal certification will encourage positive consumer perceptions of a product, which can affect intention in buying. In addition, it is also related to subjective norms, meaning that norms and habits around individuals will influence consumer behavior in determining purchase intention. The public knowledge of halal products can cause this discrepancy is not high. So, they do not have more knowledge about halal products, or their knowledge is limited to the products they consume. This study is similar to the study Budiman (2020), Masrurroh & Rafikasari (2022), and Nadia (2023) states that halal certification has a positive effect but does not have a significant effect on buying intention.

Online Customer Reviews and Buying Intention

The results of statistical tests show that online customer reviews have a positive but insignificant effect on buying intention, meaning that online customer reviews are accepted in influencing buying intention, but the effect is not significant. This is not by the TPB, which explains that external factors can also influence behavior or actions taken by individuals in the form of normative pressure from the surrounding environment. This indicates that online customer reviews can act as an external influence on individuals in determining purchase intention. The incompatibility of the results with the theory may be caused by consumer intention in other factors, such as consumer intention in specifications and the advantages of the products offered because they are by consumer needs and desires. Here, online customer reviews are more likely to influence purchasing decisions. When consumers decide to purchase, they will dig deeper into the information. Therefore, online customer reviews do not significantly affect intention but can affect consumer decisions. This is similar to research Joko & Muljadi (2022), Nurhayati & Nurlinda (2022) and Nabila & Abadi (2024) That online customer reviews do not have a significant effect on buying intention.

Celebrity Endorsers and Buying Intention

The results of statistical tests show that celebrity endorsers have a positive and significant effect on buying intention, meaning that celebrity endorsers are accepted in influencing buying intention and have a significant contribution to buying intention. The TPB states that an individual's actions and behavior can be significantly influenced by surrounding norms or social environment that he considers essential to follow. In this case, celebrity endorsers act as influencers of advertising or promotion on consumer buying intention by continuously providing information about product advantages to encourage consumer intention to buy. This is reinforced by research Dhaefina et al. (2021), Sebastian et al. (2021) and Suhardi & Irmayanti (2019) that celebrity endorsers have a positive and significant effect on buying intention.

5. Conclusion

The following results were obtained from the data analysis tests: Halal certification does not affect purchasing decisions. In contrast, online customer reviews and celebrity endorsers affect purchasing decisions. Halal certification and online customer reviews do not affect buying intention, while celebrity endorsers influence buying intention. Buying intention cannot mediate the effect of halal certification and online customer reviews on purchasing decisions but can mediate the influence of celebrity endorsers on purchasing decisions.

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